

Report on activities of the UNESCO Chair of Museology and World Heritage

2nd meeting of the Chair's Board

5 April 2017, Masaryk University Brno

Introduction

The activity of the UNESCO Chair of Museology and World Heritage, which is an organic part of the Department of Archaeology and Museology, Faculty of Arts, Masaryk University, is guaranteed by a professor at this Department, whose nomination has been approved in cooperation with the Czech National Committee for UNESCO and the UNESCO Secretariat according to internationally valid rules.¹ The Activity of the Chair has been realised on the basis of human potential of members of the Department of Archaeology and Museology, who provide professional auspices to individual activities of the project and continuously enhance their professional competences by further academic growth. Wider range comprises human resources from other departments of the Masaryk University and from the cooperating professional organisations, methodical departments and museum institutions as well as public administration bodies.

According to the innovated conclusions of the Chair, which are in accordance with the original foundation agreement between the Masaryk University and the UNESCO Organisation, and the valid UNESCO documents (37 C 4 Medium-Term Strategy 2014–2021, 37 C 5 Approved Programme and Budget for 2014–2017, and Guidelines and procedures for the UNITWIN/UNESCO Chairs Programme)², the UNESCO Chair of Museology and World Heritage is profiled as a centre of thoughts, a place of encounters and exchange of knowledge in the field of museology and related disciplines. It implies a narrow interdisciplinary cooperation between individual bodies of the Masaryk University, cooperation with universities in the Czech Republic and abroad and with other professional institutions conducting museological and archaeological practice, so that it can methodically cover the field of theoretical as well as applied museology and the issue of preservation and presentation of world heritage. The report covers the one-year period from April 2016 to April 2017 between the meetings of the Chair's Board, when the activity of the Chair has been carried out at several basic levels:

- intensive build-up of national and international cooperation;
- specialised courses for students of the Masaryk University;
- lectures by Czech and foreign experts open to professional public;
- organisation, co-organisation and active participation in professional conferences, seminars and colloquia;
- mediation of students' participation in professional activities;
- mediation of volunteer activity of students in museums;
- publishing activity;
- activities in the field of mediation of cultural heritage;
- activities targeted at museological care for archaeological heritage.

¹ Guidelines for UNESCO Chairs are available from [www: <http://en.unesco.org/unitwin-unesco-chairs-programme>](http://en.unesco.org/unitwin-unesco-chairs-programme).

² 37 C/4 Medium-Term Strategy 2014–2021 [online]. Paris: United Nations Educational, Scientific and Cultural Organisation, 2014 [accessed 2014-08-21]. Available from [www: <http://unesdoc.unesco.org/images/0022/002278/227860e.pdf>](http://unesdoc.unesco.org/images/0022/002278/227860e.pdf);

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**Overview of activities of the UNESCO Chair of Museology and World Heritage
in the period 04/2016 – 04/2017**

28/04/2016	1st meeting of the Chair's Board
25 – 29/04/2016 April 2016	active participation in the International Congress on the Archaeology of the Ancient Near East (10th ICAANE), 2 professional workers, 2 students Paper MATEICIUCOVÁ, I. / WILDING, M. <i>Studying ephemeral prehistoric tell sites in Upper Mesopotamia: The example of Tell Arbid Abyad (Syria)</i>
05 – 06/05/2016	active participation in the professional conference <i>Museums and cultural landscape – police and museums</i> , 1 presentation by academic worker, 10 participants/students of the Masaryk university
20 – 22/05/2016	active participation in the EDUSPACE festival accredited by the Czech Ministry of Education, Youth and Sports, organisation of a workshop for professional public focused on mediation of cultural heritage and principles of museum pedagogy <i>Education as Adventure</i> , capacity 25 participants, a programme for general public <i>Take your body and come, we will go to Špilberk</i> – demonstration of education by experience connected with cultural monument, in cooperation with trainees from Internships in Museum Pedagogy, capacity 30 participants
05 – 12/2016	ongoing cooperation with the PamátkyDnes project – promo of the film Jano Koehler, elaboration of didactic tools to documentaries on cultural heritage
07 – 08/06/2016	mediation of volunteer activity for the Technical Museum in Brno (professional conference <i>Textile in Museums</i>), capacity 5 participants/students of the Masaryk University
16/07/2016	mediation of volunteer activity for the Technical Museum in Brno (event for families with children <i>Spick and Span Saturday</i>), capacity 10 participants/students of the Masaryk University
13/08/2016	mediation of volunteer activity for the Technical Museum in Brno (event for families with children <i>Saturday Full of Crafts / smith and wheelwright Saturday</i>), capacity 10 participants/students of the Masaryk University
08/2016	co-organisation of the 8th Medieval and Modern Pottery Workshop, Panská Lhota, capacity 25 participants
08/2016	acquisition of financial support from the Dean of the Faculty of Arts for maintenance of activities of the UNESCO Chair of Museology and World Heritage, 103 000 CZK

03/09/2016	mediation of volunteer activity for the Technical Museum in Brno (17th competition <i>The Young Smith of Těšany/ethnographic festival</i>), capacity 15 participants/students of the Masaryk University
13 – 15/09/2016	active participation in the Professional Conservators/Restorers Conference, 1 presentation by academic worker on the Chair's activities, 3 participants/students of the Masaryk University
09 – 12/2016	co-organisation of a course of lectures for students of the Masaryk University <i>The Special Topics of Museology</i> , assumed 70 participants/students of the Masaryk University
09 – 12/2016	co-organisation of 7 lectures by Czech and foreign experts open to the professional public
09/2016 – 01/2017	warranty for the methodical development and organisation of student <i>Internships in Museum Pedagogy</i> targeted at interdisciplinary cooperation of museum professions, assumed 9 participants/students of the Masaryk University
09 – 10/2016	course of lectures <i>Forum of Museology</i> for Brno museology students as a part of the project <i>AKTION ÖSTERREICH – TSCHJECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA, cooperation in science and education</i> titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz, Austria, 13 participants/students of the Masaryk University
09/10/2016	mediation of volunteer activity for the Technical Museum in Brno (event for general public <i>Coffee with Maryša / Women in Moravian countryside</i>), capacity 5 participants/students of the Masaryk University
17 – 21/10/2016	Finale of the project <i>AKTION ÖSTERREICH – TSCHJECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA, cooperation in science and education</i> titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz, Austria – several-day meeting of Czech and Austrian students and teachers, which includes a student workshop, 2 educational excursions, 4 lectures by Czech and Austrian pedagogues and the <i>Open Round Table of Museology</i> on the topic of <i>Theoretical foundation of museology for practical implementation in modern museum work</i> , also open to professional public
11/2016 – 03/2017	preparation of publication outputs of the project <i>AKTION ÖSTERREICH – TSCHJECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA, cooperation in science and education</i> titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz, Austria Planned publication outputs in <i>Museologica Brunensia</i> 2017/1:

	<p>Reisinger, Nikolaus: <i>“The Museum as a Place of Self-Discovery and Self-Invention”</i></p> <p>Raffler, Marlies: <i>„History - Memory – Museum“</i></p> <p>Jagošová, Lucie and Otakar Kirsch: <i>„Patterns of Masaryk University museology graduates' successful employment within cultural institutions“</i></p> <p>Biedermann, Bernadette, Mrázová Lenka and students: <i>Open Round Table of Museology. Live students - experts international discussion on museology.</i></p>
11/2016 – 01/2017	<p>submission and subsequent approval of the international project <i>AKTION ÖSTERREICH – TSCHJECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA, cooperation in science and education</i> titled <i>Open Round Table of Museology</i> in cooperation with the Department of History, University of Graz, Austria for 2017 on the topic <i>Interpretation in museology and museum work</i></p>
2016 - 2017	<p>participation in preparation, publication and promotion of the professional museological journal <i>Museologica Brunensia</i></p> <p>publication output</p> <p>MRÁZOVÁ, Lenka. Remarks on the role of Z. Z. Stránský in conceptual development of the curriculum of Brno museology. <i>Museologica Brunensia</i>, Brno: Masarykova univerzita, Filozofická fakulta, 2016, vol. 5, 2016/2, pp. 65-73. ISSN 1805-4722. doi:10.5817/MuB2016-2-7.</p>
01/2017	<p>accession of the UNESCO Chair of Museology and World Heritage to the Interpret Europe organisation</p>
02 – 06/2017	<p>co-organisation of the course of lectures for students of the Masaryk University <i>The Special Topics of Museology</i>, assumed 70 participants/students of the Masaryk University</p>
02 – 06/2017	<p>co-organisation of 3 lectures by Czech and foreign experts open to professional public</p>
02 – 06/2017	<p>warranty for the methodical development and organisation of student <i>Internships in Museum Pedagogy</i> targeted at interdisciplinary cooperation of museum professions, 13 participants/students of the Masaryk University</p>
08/03/2017	<p>active participation and co-organisation of a plenary assembly of the Czech National Committee of ICOM, 2 students and O. Kirsch: <i>Brno international. Lectures by foreign specialists in the field of museology. Possibilities of further education of museum workers.</i></p>
30/03/2017	<p>opening of the website of the UNESCO Chair of Museology and World Heritage</p>
05/04/2017	<p>2nd meeting of the Chair's Board</p>

04/2017 – 12/2017 planned activities

04 – 12/2017	ongoing cooperation with the PamátkyDnes project – promo of the film Jano Koehler, elaboration of didactic tools to documentaries on cultural heritage
12/04/2017	projection of the film Jano Koehler and subsequent discussion with restorers, Charles University, Prague
04/2017	participation of the film Jano Koehler in a narrower competition Academia Film Festival in the section Czechoslovak popular science documentary film, Olomouc
19/05 – 21/05/2017	Interpret Europe: Crossing Borders (Heritage interpretation in Europe), Prague, 19–21 May 2017, active participation of a keynote speaker Mrázová, Lenka: <i>The role of interpretation at the borderline of heritage declarations and reality</i>
19 – 20/05/2017	active participation in the EDUSPACE festival accredited by the Czech Ministry of Education, Youth and Sports, organisation of a workshop for professional public focused on mediation of cultural heritage and principles of museum pedagogy <i>How to teach (about) art</i> , capacity 25 participants Lenka Mrázová, Barbora Svátková
05/2017	mediation of volunteer activity for the Brno City Museum
07 – 10/06/2017	co-organisation of the 9th Medieval and Modern Pottery Workshop, Panská Lhota, capacity 25 participants
07 – 12/2017	mediation of volunteer activity for the Technical Museum in Brno
09 – 12/2017	co-organisation of the course of lectures for students of the Masaryk University <i>The Special Topics of Museology</i> , assumed 70 participants/students of the Masaryk University
09 – 12/2017	co-organisation of 3 lectures by Czech and foreign experts open to professional public
09/2017 – 01/2018	warranty for the methodical development and organisation of student <i>Internships in Museum Pedagogy</i> targeted at interdisciplinary cooperation of museum professions, assumed 15 participants/students of the Masaryk University
09 – 10/2017	course of lectures <i>Forum of Museology</i> for Brno museology students as a part of the project AKTION ÖSTERREICH - TSCHJECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC –

	AUSTRIA, cooperation in science and education titled Open Round Table of Museology in cooperation with the Department of History, University of Graz, Austria, assumed 15 participants/students of the Masaryk University
10/2017	Finale of the project AKTION ÖSTERREICH - TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA, cooperation in science and education titled Open Round Table of Museology in cooperation with the Department of History, University of Graz, Austria – several-day meeting of Czech and Austrian students and teachers, which includes a student workshop, 2 educational excursions, 4 lectures by Czech and Austrian pedagogues and the Open Round Table of Museology on the topic of <i>Interpretation in museology and museum work</i> , also open to professional public
14 – 18/10/2017	CECA – DEMHIST ICOM Conference: Are we trying hard enough? Making museums and historic houses relevant to audiences in the twenty-first century, London, active participation
22 – 25/11/2017	Co-organisation of the ICOM Czech, ICOM Slovakia and ICOM Austria conference on the topic of „How to communicate the incommunicable? Museums and the tragic history of the 20th century“, Brno, active participation, student participation, volunteer activity
11 – 12/2017	Elaboration and submission of the project proposal for 2018 and preparation of publication outputs of the project AKTION ÖSTERREICH – TSCHECHISCHE REPUBLIK Wissenschafts- und Erziehungskooperation/AKTION CZECH REPUBLIC – AUSTRIA, cooperation in science and education titled Open Round Table of Museology in cooperation with the Department of History, University of Graz, Austria

Brief overview of activities by individual types

For students	Lectures Courses Internships Mediation of participation in professional activities Mediation of volunteer activity Spectrum of topics for bachelor's and master's degree theses
For experts	Public lectures Expert seminars Workshops Conferences
Participation in conferences and professional meetings Participation in professional museological and archaeological activities	

Cooperation with national and international organisations
Publishing activity

Conclusion

The UNESCO Chair of Museology and World Heritage is engaged in professional activities, which organically interconnect the academic sphere with professional practice and related student activities. The Chair thus not only participates in research activities, but also provides a platform for development of professional discussion, mediation of contacts and information, and interconnection of students with professional museum practice through the medium of internships and mediation of volunteer activities. The support to publishing activity also is regarded as very important. Beneficial is the participation in publication of the professional periodical *Museologica Brunensia*, which due to editorial changes connected with transfer of the periodical to the Department of Archaeology and Museology is positively reflected in its flexibility and accessibility (available in open access mode, increased number of papers in English language). Cooperation with partner organisations has gradually been developed and new cooperation has been established with another professional entities and activities. Problematic is the persisting bad communication on the side of the UNESCO Secretariat in Paris, which despite urgent reminders by the Czech National Committee for UNESCO and the Ministry of Foreign Affairs did not yet respond to adequate formal steps undertaken by the Chair in compliance with procedural requirements of the UNESCO Secretariat concerning the UNESCO Chairs.³ Despite this formal delay, the Chair successfully develops its activity. During each semester, activities of the Chair are attended by ca. 200-500 participants depending on the type of activities organised. Another links to professional community are offered by the Chair through the medium of its publication and communication platforms.

Elaborated by Mgr. Lenka Mrázová

³ Guidelines for UNESCO Chairs are available from [www: <http://en.unesco.org/unitwin-unesco-chairs-programme>](http://en.unesco.org/unitwin-unesco-chairs-programme)